

WHAT IS CLAIMED IS:

1. A powder coating composition, comprising:
a binder component of either a silicone resin or a mixture of a silicone resin and at least one selected from the group consisting of an epoxy resin, a phenolic resin, an acrylic resin, a polyester resin, and a fluororesin; and
a reinforcing pigment of at least one of a mica and a whisker,
wherein the content of said silicone resin in said binder component is at least 60% by weight.
2. The powder coating composition according to Claim 1, wherein the content of said binder component in said composition is at most 50% by weight.
3. The powder coating composition according to Claim 1 or 2, wherein said silicone resin is in a solid state at 50°C, and said silicone resin has a hydroxyl group content of 2 to 7% by weight based on the total weight of said silicone resin.
4. The powder coating composition according to any one of Claims 1 to 3, wherein said whisker is a potassium titanate whisker and/or an aluminum borate whisker.
5. A powder coating material, comprising the powder coating composition according to any one of Claims 1 to 4.